

2012 Hallmark Sponsors

The YWCA Gettysburg & Adams County is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all. All of our events and programs work toward this mission with a goal of making Adams County a better place to live.

For an annual gift of \$2,500, YWCA Hallmark Sponsors receive the following benefits:

- **Recognition at 7 YWCA events** (see reverse for list) that draw more than 2,000 participants and thousands of spectators annually, and **recognition during 3 ongoing programs that empower girls and women.**
 - **Your logo and listing in all event marketing materials** and on our **new website** for the entire calendar year.
 - **Your logo and/or listing in all 4 issues** of our *YWorks* program guide, with a distribution of nearly 18,000 private and commercial addresses in Adams County, and our *YWire* newsletter, sent to all YWCA donors.
 - **Banner bearing your logo** prominently displayed in the front driveway and parking area of our headquarters on Fairfield Road (see examples on this page), visible to our more than 3,800 members and countless visitors.
 - **Recognition at 3 community days:** March 31, October 13, and December 15. During these days from 2:30 to 4:30 p.m., our fitness center, pool, gymnasium and racquetball courts are open to the public at no charge, thanks to your sponsorship.
 - **Your company's day at the YW:** your employees and their families enjoy an afternoon at the YWCA, including use of our community room, pool, and gymnasium.
- Opportunity to hang your banner** at any YWCA event.
- 20 percent discount on YWCA membership** for you, your employees and their families.
- **The satisfaction and reward** of knowing that you've helped advance the YWCA mission of eliminating racism and empowering women in your community, creating a healthier, happier and more tolerant Adams County.



Our 2011 Hallmark Sponsors



YWCA Gettysburg & Adams County
 909 Fairfield Road
 Gettysburg, PA 17325
 717-334-9171
 ywcagettsburg.org

eliminating racism
 empowering women
ywca

YWCA Gettysburg & Adams County

2012 Hallmark Sponsor events and programs

March Around the World Friday, March 30, YWCA

- The first of three events that will celebrate diversity and promote understanding of the vast and varied cultures in our community, March Around the World will explore the ways in which cultures celebrate the changes of season that occur in March: spring in the northern hemisphere and fall in the southern hemisphere. Our 2011 March Around the World celebration focused on wedding traditions in three cultures.

Bubba Bash Volleyball Tournament March 10, Gettysburg College

- The Bubba Bash volleyball tournament is held annually in honor of Marianna “Bubba” Martin Rodgers. Proceeds from Bubba Bash exclusively support the YWCA Membership Assistance Program, which provides need-based financial aid for membership, recreation passes, and other programs.

Race Against Racism Saturday, April 28, YWCA

- For the fourth year, the YWCA Gettysburg & Adams County will join other YWs across the country in hosting a Race Against Racism. This 5-mile run/walk supports the YWCA’s racial justice programs, which strive to promote peace, justice, freedom, and dignity for all people.

Spirit of Gettysburg 5K Saturday, June 23, YWCA

- Now in its 22nd year, the Spirit of Gettysburg 5K attracts more than 1,200 runners from across the country and hundreds of volunteers and spectators.

Unity Walk Friday, October 12

- The fifth annual Unity Walk will take participants through a culturally significant part of Adams County, teaching about the area’s cultural history and promoting unity among those of all races and cultures.

ENCORE Breast Cancer Awareness 5K Saturday, October 13, YWCA

- Now in its sixth year, this 5K is sponsored by the YWCA ENCORE Breast Cancer Support Group and promotes health, wellness and awareness of breast cancer.

Holiday Stories from Around the World Friday, December 14, YWCA

- The final cultural event of the year, Holiday Stories from Around the World will explore how various cultures and religions celebrate winter holidays. Past celebrations have included Christmas, Kwanzaa, Hanukkah, Diwali, Eid al Adha, and others.

Women’s Empowerment Programs

- The economic empowerment of women is a hallmark of the YWCA. To further this goal we offer the following programs:
 - LEGO Robotics for elementary and middle school girls
 - STEM Savvy for high school girls
 - A series of courses on career-building and money management for women

Bubba Bash Volleyball Tournament

DATE: March 10, 2012

LOCATION: Gettysburg College Field House

The YWCA's annual Bubba Bash Volleyball Tournament was established in 1993 to raise funds for the YWCA Sponsors' Fund, now known as the Membership Assistance Program. Through this fund, local individuals and families receive financial aid to participate in YWCA activities. Tournament proceeds are the main source of funding for the Membership Assistance Program.

The tournament is dedicated to the memory of Marianna "Bubba" Martin Rodgers. Bubba was instrumental in starting the tournament and is largely credited with its continued success. Her sudden death in 2003 deeply saddened the YWCA community, and volunteers and staff decided to honor her commitment to the Sponsors' Fund by naming the tournament after her.

Sponsorship levels:

Spike Sponsor - \$400

All the benefits of a Set Sponsor, with the following adjustment...

- Registration discount of 40 percent for one team

Set Sponsor - \$300

All the benefits of a Serve Sponsor, with the following adjustment...

- Registration discount of 30 percent for one team

Serve Sponsor - \$200

- Your company's name listed in all advertising and publicity materials, including the YWCA website
- Your company's logo printed on tournament t-shirts
- Registration discount of 20 percent for one team
- One event t-shirt



YWCA Gettysburg & Adams County
909 Fairfield Road
Gettysburg, PA 17325
717-334-9171
ywcagettsburg.org

**eliminating racism
empowering women
ywca**

Race Against Racism 5-mile Run

DATE: Saturday, April 28, 2012

LOCATION: Depart from the YWCA Gettysburg & Adams County

For the fourth year, the YWCA Gettysburg & Adams County will join other YWs around the country in hosting a Race Against Racism. This 5-mile run/walk draws together members of many communities who strive to eliminate racism with a common vision of peace, justice, freedom, and dignity for all people. All proceeds support YWCA racial justice programs.

Sponsorship levels:

Gold Sponsor - \$400

All the benefits of a Silver Sponsor with the following additions...

- Your **banner** displayed on race day
- **2** complimentary race entries and **2** complimentary t-shirts

Silver Sponsor - \$300

All the benefits of a Bronze Sponsor with the following additions...

- **1** complimentary race entry

Bronze Sponsor - \$200

- Your name or company's **name or logo** listed as sponsor in all pre-race printed promotional materials, including in all runner packets and on the YWCA website
- Your **logo** printed on race t-shirts and volunteer shirts
- **1** event t-shirt



A group of runners round a bend in the 5-mile course during the 2010 race.



Winners in each age group receive a medal.

YWCA Gettysburg & Adams County
909 Fairfield Road
Gettysburg, PA 17325
717-334-9171
ywcagettsburg.org

**eliminating racism
empowering women
ywca**

Spirit of Gettysburg 5K

DATE: Saturday, June 23, 2012

LOCATION: Depart from the YWCA Gettysburg & Adams County

The Spirit of Gettysburg 5K, now in its 22nd year, is the YWCA's largest event, drawing more than 1,200 runners from across the country and hundreds of volunteers and spectators.

Sponsorship levels:

Platinum Sponsor - \$5,000

All the benefits of a Gold Sponsor with the following additions...

- Your **logo** on 5K bib numbers
- **6** complimentary race entries, **6** reserved parking spaces, **4** t-shirts, and a **commemorative award** for display at your business

Gold Sponsor - \$2,500

All the benefits of a Silver Sponsor with the following additions...

- Your **banner** displayed on race day
- A **link** to your business' website on the YWCA website
- **4** complimentary race entries, **4** reserved parking spaces, **2** t-shirts, and a **commemorative award** for display at your business

Silver Sponsor - \$1,000

All the benefits of a Bronze Sponsor with the following additions...

- Your company's **name** listed in all print ads
- An **article** on your company on our website
- **2** complimentary race entries, **2** reserved parking spaces, **2** t-shirts, and a **commemorative award** for display at your business

Bronze Sponsor - \$500

- Your company's **name** listed as a sponsor in all pre-race and post-race media releases sent to newspapers in Baltimore, Md., Washington, D.C., Harrisburg, Pa., York, Pa. and Hagerstown, Md.
- Your **logo** on 4,000 race applications, mailed directly to more than 2,500 households and distributed at numerous road races, retail outlets, and fitness and community centers in the mid-Atlantic region
- Your company's **name and/or logo** listed in our race program and on all promotional posters
- **1** complimentary race entry, **1** reserved parking space, **1** t-shirt, and a **commemorative award** for display at your business
- Your **promotional materials** placed in all runner packets
- Your **logo** printed on more than 1,800 runner and volunteer shirts



YWCA Gettysburg & Adams County
909 Fairfield Road
Gettysburg, PA 17325
717-334-9171
ywcagettsburg.org

**eliminating racism
empowering women**
ywca

ENCORE 5K

Breast Cancer Awareness Run

DATE: October 13, 2012

LOCATION: Depart from the YWCA Gettysburg & Adams County

Breast cancer is the leading cause of cancer deaths in Pennsylvania in women ages 25 to 54, according to the Pa. Breast Cancer Coalition. Each day, 25 Pennsylvania women are diagnosed with breast cancer, and approximately 2,000 die each year from the disease. However, nearly all breast cancers can be treated successfully if detected early. Proceeds from this 5K race, now in its sixth year, help ensure that Adams County women receive breast cancer education and preventive care, and support other breast cancer-related causes in the community.

Sponsorship levels:

Gold Sponsor - \$400

All the benefits of a Silver Sponsor with the following additions...

- Your **banner** displayed on race day
- **2** complimentary race entries and **2** complimentary t-shirts

Silver Sponsor - \$300

All the benefits of a Bronze Sponsor with the following additions...

- **1** complimentary race entry

Bronze Sponsor - \$200

- Your name or company's **name or logo** listed as sponsor in all pre-race printed promotional materials, including in all runner packets and on the YWCA website
- Your **logo** printed on race t-shirts and volunteer shirts
- **1** event t-shirt

ENCORE



eliminating racism
empowering women **ywca**

YWCA Gettysburg & Adams County
909 Fairfield Road
Gettysburg, PA 17325
717-334-9171
ywcagettsburg.org

eliminating racism
empowering women
ywca

YWCA Mission: Empowering Women

LEGOs, STEM Savvy, Career Empowerment

DATE: Spring and Fall, 2012

LOCATION: Gettysburg College, Gettysburg Area High School, Gettysburg Area Middle School, YWCA

The economic empowerment of women is a hallmark of the YWCA. To support this goal, the YWCA offers programs that encourage girls to explore science and technology, fields traditionally dominated by men, and courses that help women find jobs and manage their money wisely. Your sponsorship will ensure that these programs can continue year-round.

With a contribution of just **\$150**, your business will receive:

- Your name or company's name listed in our quarterly *YWorks* program guide (distributed to nearly 18,000 readers) for the period in which the programs occur, and in our *YWire* newsletter, sent to all YWCA donors
- Recognition during the programs' final sessions/awards ceremonies
- Recognition at three community days, when YWCA facilities are open to the public free of charge (March 31, October 6, and December 15)

Program descriptions:

LEGO Robotics: An after-school program held in the fall and spring each year, this program exposes 4th and 5th grade girls to robotics through the use of LEGOs and computer programming. The program is facilitated by Gettysburg College students, who act as positive female mentors to encourage girls to explore these traditionally male-dominated fields. The middle school LEGOs program began during the 2010-2011 school year at Gettysburg Middle School, allowing girls to build upon skills learned in the elementary school program.

STEM Savvy: This program, held throughout the school year at Gettysburg High School, exposes girls to the fields of science, technology, engineering and math with the goals of increasing the number of women employed in these fields and decreasing the wage gap between men and women. Girls also receive guidance on college applications, and visit college science departments and local companies that employ workers in scientific fields.

Women's career empowerment series: In cooperation with other local agencies, the YWCA hosts a series of courses to assist adult women in writing resumes, preparing and dressing for job interviews, and managing money. The YWCA prints copies of each participant's resume for their use at the conclusion of the series.



At left, Lincoln Elementary School students work with their Gettysburg College mentors during the Fall 2010 LEGOs program.

At right, a STEM Savvy participant works on her robot during the 2010-2011 program.



YWCA Gettysburg & Adams County
909 Fairfield Road
Gettysburg, PA 17325
717-334-9171
ywcagettsburg.org

eliminating racism
empowering women
ywca

T-ball and Coach/Pitch

DATE: Saturdays, April 14 through June 9, 2012

LOCATION: YWCA Gettysburg & Adams County

The YWCA will once again host its non-competitive t-ball and coach/pitch leagues for children ages 4 to 8. Kids learn the basic skills of throwing, hitting, catching and running, while having fun, developing coordination, and building confidence. Sponsorships cover the cost of uniforms and equipment, keeping the program affordable for all participants.

T-ball Sponsor - \$200

- A T-ball sponsorship covers the cost of team t-shirts, hats, bats, baseballs, and bases for one team.
- Your company's logo will be printed on team shirts, and you will receive recognition in all team publicity.

Coach/Pitch Sponsor - \$335

- A Coach/Pitch sponsorship covers the cost of full team uniforms, bats, baseballs, bases, and a catcher's uniform for one team.
- Your company's logo will be printed on team uniforms, and you will receive recognition in all team publicity.
- You will receive a plaque and a photo of your sponsored team.

To sponsor a T-ball or Coach/Pitch team, please fill out the following and return it to the YWCA Gettysburg & Adams County, Attn: T-ball and Coach/Pitch, 909 Fairfield Road, Gettysburg, PA 17325.

YOUR INFORMATION

Company Name _____

Contact Name _____ Phone _____

Mailing Address _____

Email Address _____ Website _____

Signature _____ Date _____

Company name as it should be listed in event marketing materials and donor records:

TYPE OF SPONSORSHIP (please circle):

T-ball

Coach/Pitch

METHOD OF PAYMENT

- Check enclosed for the full amount
- Charge my Discover, MasterCard or Visa credit card _____ Exp. Date _____
- Please invoice me _____ times per year at \$ _____ each beginning on (date): _____

YWCA Gettysburg & Adams County
909 Fairfield Road
Gettysburg, PA 17325
717-334-9171
ywcagettsburg.org

**eliminating racism
empowering women
ywca**

advertising banners

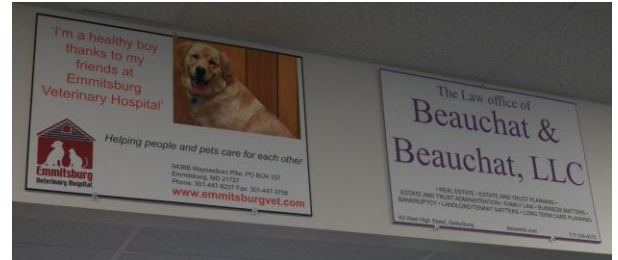
Display your company's logo on a banner in our fitness center and/or natatorium!

Fitness Center

_____ 2' x 3' banner: \$250/year plus one-time fee of \$42

_____ 2.5' x 4' banner: \$300/year plus one-time fee of \$62

Your company must supply a print-ready art file (pdf, jpeg, tiff, or psd format). Photography and graphic design work can be provided through Gunnar Galleries to create artwork. Rate is \$50 for up to two hours and \$100 for up to four hours. Art files can be sent to vrichards@ywcagettysburg.org.



Natatorium

_____ 3' x 4' banner: \$300/year plus a one-time fee of \$66

_____ 12' x 3' banner: \$400/year plus a one-time fee of \$175

_____ 9' x 4' banner: \$350/year plus a one-time fee of \$175

_____ 16' x 3' banner: \$500/year plus a one-time fee of \$220

_____ 13' x 4' banner: \$450/year plus a one-time fee of \$235

_____ 12' x 4.5' banner: \$450/year plus a one-time fee of \$257



Best value!

Len Dick Signs will create the banners. Banners are vinyl and are hung by metal grommets. Your company must supply a print-ready art file (pdf, jpeg, tiff, or psd format). Art files can be sent to vrichards@ywcagettysburg.org.

YOUR INFORMATION

Company Name _____

Contact Name _____ Phone _____

Mailing Address _____

Email Address _____ Website _____

Signature _____ Date _____

METHOD OF PAYMENT

- Check enclosed for the full amount
- Charge my Discover, MasterCard or Visa credit card _____ Exp. Date _____
- Please invoice me _____ times per year at \$ _____ each beginning on (date): _____

YWCA Gettysburg & Adams County
909 Fairfield Road
Gettysburg, PA 17325
717-334-9171
ywcagettysburg.org

eliminating racism
empowering women
ywca

2012 hallmark sponsor agreement

Thank you for your generous commitment to the YWCA Gettysburg & Adams County!

YOUR INFORMATION

Company Name _____

Contact Name _____ Phone _____

Mailing Address _____

Email Address _____ Website _____

Signature _____ Date _____

Company name as it should be listed in event marketing materials and donor records:

YWCA Hallmark Sponsor - \$2,500 (includes sponsorship of 7 YWCA events and 3 women's empowerment programs)

INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES (check as many as apply)

- | | |
|--|-----------------------------------|
| <input type="checkbox"/> Bubba Bash Volleyball Tournament: March 10 | LEVEL OF SPONSORSHIP \$ _____ |
| <input type="checkbox"/> March Around the World: March 30 | LEVEL OF SPONSORSHIP \$ _____ |
| <input type="checkbox"/> Race Against Racism: April 28 | LEVEL OF SPONSORSHIP \$ _____ |
| <input type="checkbox"/> Spirit of Gettysburg 5K: June 23 | LEVEL OF SPONSORSHIP \$ _____ |
| <input type="checkbox"/> Unity Walk: October 12 | LEVEL OF SPONSORSHIP \$ _____ |
| <input type="checkbox"/> ENCORE 5K Run for Breast Cancer Awareness: October 13 | LEVEL OF SPONSORSHIP \$ _____ |
| <input type="checkbox"/> Holiday Stories from Around the World: December 14 | LEVEL OF SPONSORSHIP \$ _____ |
| <input type="checkbox"/> Cultural Celebrations Package (all three events) | LEVEL OF SPONSORSHIP \$ _____ |
| <input type="checkbox"/> Women's Empowerment Programs | LEVEL OF SPONSORSHIP \$ _____ |
| | TOTAL SPONSORSHIP \$ _____ |

METHOD OF PAYMENT

- Check enclosed for the full amount
- Charge my Discover, MasterCard or Visa credit card _____ Exp. Date _____
- Please invoice me _____ times per year at \$ _____ each beginning on (date): _____

T-SHIRT SIZE(s) (if your event sponsorships include shirts) _____

OTHER

Other, as agreed _____

YWCA Gettysburg & Adams County
909 Fairfield Road
Gettysburg, PA 17325
717-334-9171
ywcagettsburg.org

eliminating racism
empowering women
ywca